

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

February 27, 1997

RJR Account #044880

Mr. P. Martin

A. D. BEDELL

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear Page:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **30** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (12M)</u> <u>Cases</u>
12300-16612	<i>FF King</i>	1
12300-15112	<i>Light King</i>	1

<u>Product / Premium Arrival:</u>	<u>March 24, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: March 31, 1997</u>

<u>Lighters: (Item #521573)</u>	
<u>SKU CUBE:</u>	<u>1.1490</u>
<u>SKU WT (w/o Product):</u>	<u>4.1900 lbs</u>
<u>Retail Sales Offer per Sku:</u>	<u>20 units</u>

<u>Billing per Sku:</u>	<u>4 Savings Cartons</u>
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<u>EFT \$ Amount:</u>	<u>\$1,052.02</u>
<u>Non-EFT \$ Amount:</u>	<u>\$N/A</u>

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B2GPF

A. D. BEDELL

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. *One (1) Carton each: Doral FF Kg / FF 100 / Lt Kg / Lt 100/ Lt Box.* Consumer purchases two (2) packs of Doral a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-APRDOR.DOC

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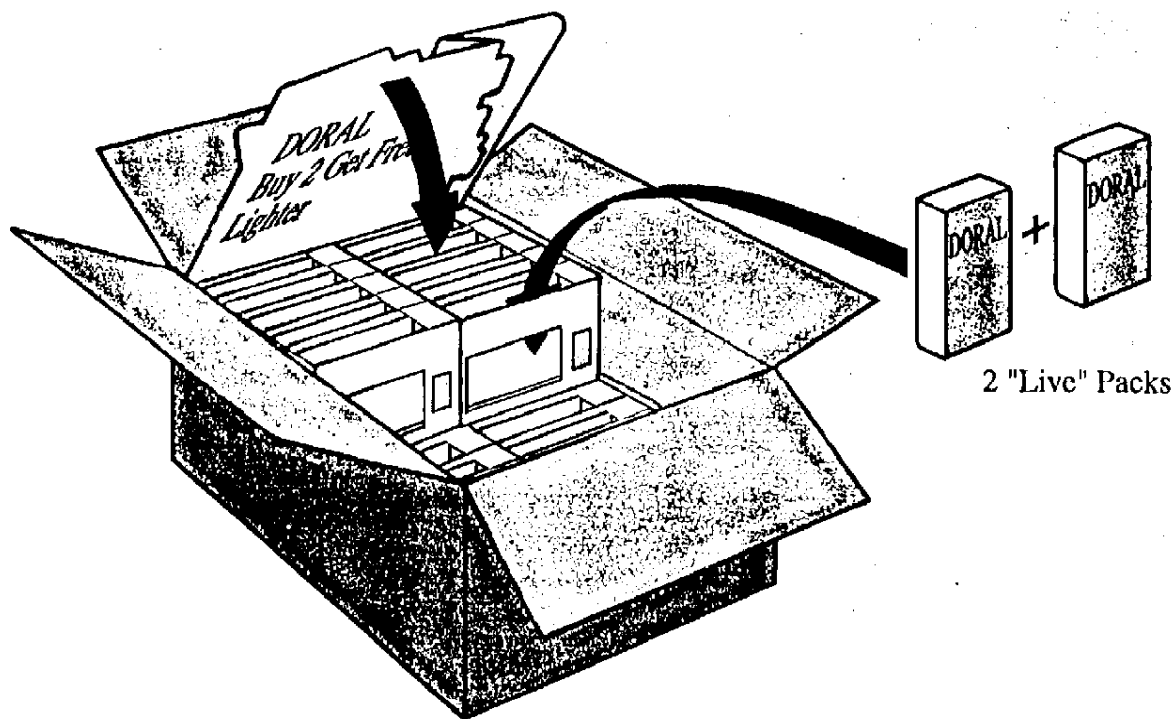
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

April DORAL B2GF Lighter

STEPS

1. Open DORAL B2GF Lighter shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 521573

Description: DORAL B2GF Lighter April Display/POS Kit

Brand Style						
Number of Cartons						

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BFFN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 6
DATE: 97-02-20
TIME: 04:32 PMWHOLESALE : 044880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 700050 70400 DORAL APR 1TR
TEMPLATE SEQ : 0004
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	2	NYS			(716)483-5371
162606	162628	764502	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY	14701	2	NYS			(716)664-6955
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	5				(814)726-0341
173001	173022	389365	AVS, INC.	9060 MAIN ST	MC KEAN	PA	16426	3				(814)476-7611
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	2				(814)827-1227
173001	173022	700102	MAIN STREET FOODS	128 S MAIN ST	PLEASANTVILLE	PA	16341	1				(814)589-7809
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	2			917609	(814)968-5480
162607		705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1				(814)834-7070
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162607	162627	357342	THE HUM	501 W MAIN ST	SMETHPORT	PA	16749	5				(814)887-5585

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 25

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

03/25/97

ACCOUNT NUMBER: 044880 A.D. BEDELL
VOUCHER NUMBER: 15347686 PO BOX 349
DATE WRITTEN: 03/25/97 SALAMANCA , NY 14779
STATUS: PAID
AMOUNT PAID: 56.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: DORAL B2GF LIGHTER/#700050/CA

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